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Advertising Age

Crain's International Newspaper of Marketing

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Inaugural spot buys gala night

By VERNE GAY

The hottest question on Madison Avenue this week is: What would you pay to have dinner with Cary Grant or Elizabeth Taylor, drink Chateau Margeaux 1972 and be catered to by the finest chef in the nation's capital?

Before answering, consider this: You also get to see a live performance by Frank Sinatra, with Wayne Newton appearing as a warm-up act.

A good deal at any price, you say? Well wait, there's more! Within hailing distance of your table will be none other than President Reagan himself.

Welcome to the Jan. 19 White House Inaugural Gala, where all

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P&G pins strategy on super Pampers

By LAURIE FREEMAN

Competition in the disposable diaper category is heating up as Procter & Gamble prepares to deliver a counterpunch against Kimberly-Clark Corp. with new superabsorbent Pampers.

The P&G entry challenges K-C's Huggies, the premium diaper that continues to build up marketing clout.

Cincinnati-based P&G, which still leads the over-all disposable diaper category with a 52% share, may introduce the new Pampers nationally by the end of 1985, sources indicate.

P&G's answer to Pampers' share decline, new Pampers with concentrated absorbency, has been in Kansas test markets since early November. The new premium diaper may well be the marketing edge the company is seeking.

The restaged Pampers diapers resemble Luvs, with elasticized legs, refastenable tapes and an hourglass shape.

"New Pampers is a full-shaped disposable diaper that's more absorbent, leaks less and fits better than

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Stores fight for market share

Price-cuts fuel late yule push

By PAT SLOAN

NEW YORK—Santa may be dashing, but retailers are still slashing their way through Christmas.

J.C. Penney Co. last weekend pulled its image ads, via N W Ayer, New York, and aired a tv spot created in-house offering 25%-to-50% off in various departments, including jewelry, linens and sweaters. Although the sale had been planned in advance and advertised through preprints, the national spot was an 11th-hour decision.

"It was added on to draw added attention to the sale," said Terry Prindiville, director of corporate marketing. "The retail environment has been very promotional this Christmas, and we felt Penney had to communicate it had a lot of good values."

Only days before, B. Altman & Co. popped an ad in the *New York Times* announcing "Surprise savings. Two days only—25% off ticketed prices." Key to the ad was the reminder "Come wrap up your shopping, and remember, you'll be saving an additional 25% on many already reduced items."

Faced with heavy promoting from its competitors, explained George Hanley, vp-sales promotion director, Altman's sale was an add-on, "part of the whole process going on across the country to maintain market share."

Nor are the promotions likely to abate. Said William Davidson,

(Continued on Page 39)

O&M gets a kick out of Santa

Ogilvy & Mather's annual staff meeting at Carnegie Hall included "Miracle on 48th Street," a staff-written musical in which the agency wins the Santa Claus account. The finale's chorus line included (l. to r.) Keith Bainbridge, Jonas Wagner, Kelly O'Dea (in Santa costume) and John Farr.

A-B clicks off radio ads, beefs up tv for LA push

By VERNE GAY

Anheuser-Busch has pulled $1.5 million in radio time for its "The way you live today" LA low-alcohol beer campaign and plowed the money into tv to back its new LA effort featuring George Burns (AA, Dec. 10).

In total, the LA brand will be backed by an estimated $10 million media budget in 1985, with almost all of the spending going into tv. A-B initially had applied 15% of the brand's budget to radio.

The reason for the switch is the same one that besets many advertisers: A-B was unconvinced its radio ads had nearly the same creative clout as its new tv spots.

"There have been no major media cuts on LA," said a spokesman for the St. Louis-based brewer. "There have been reassessments. The brand has no strong radio creative but it does have strong tv creative, so we shifted previously placed radio budgets to tv."

D'Arcy MacManus Masius, St. Louis, is the agency.

The new tv campaign features George Burns in a variety of

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NEWSPAPER

Nabisco shakes up

AA
DC2001◆CONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Last Minute News

Cigaret companies lock horns in price war

DURHAM, N.C.—Liggett & Myers Tobacco Co. is offering "sizable discounts," says Steve Cohen, manager of generic and private-label brands, in what is shaping up as a price war over that segment. The move is in response to Louisville, Ky.-based Brown & Williamson Tobacco Corp., which is offering $1 off per carton to consumers and is allowing retailers a $1-per-carton sales incentive. L&M is the leading marketer of generic and private-label smokes. Separately, cigaret marketers last week hiked prices 3% to 4% on all branded items.

Opposition to Nicklaus leaves Chiat in rough

HUNTINGTON BEACH, CAL.—Uniden Corp. of America has dropped Chiat/Day, New York and Los Angeles, from its review because the agency insisted that the company drop golfer Jack Nicklaus as its spokesman. Still vying for the communications equipment company's $14 million account are Laurence, Charles & Free; Compton Advertising, and Ally & Gargano, all New York. DYR, Los Angeles, is the former agency.

Metzdorf-Marschalk wraps up TG&Y account

OKLAHOMA CITY—Discount merchandiser TG&Y Stores Co. has moved its $6 million broadcast advertising account to the Metzdorf-Marschalk Co. from Intermedia Time Buying, Sherman Oaks, Cal.

(Continued on Page 8)

Nabisco shakes units, rattles shops

By NANCY GIGES

Nabisco Brands, flush in the middle of an annual agency review, dropped some fireworks into its marketing operation.

The East Rutherford, N.J.-based company used the setting of the review to shake up its corporate structure, put a new product up for agency competition and pronounce itself satisfied with its in-house shop.

Nabisco conducts the review each year at this time as plans for the coming year are prepared, sometimes resulting in realignments.

This year, the company consolidated several units into three operating divisions—biscuits, Planters/Life Savers and grocery.

It also asked three New York shops not now working for the biscuit division to compete for an unidentified snack product to be introduced next year. The three—Bozell & Jacobs, Dancer Fitzgerald Sample and J. Walter Thompson USA, New York—are agencies of record for products from other company divisions.

As to its in-house shop, Ohlmeyer Advertising, Nabisco attempted to squelch reports that the company is unhappy with the agency's work.

The consolidation move brings together Planters and Life Savers, which share many distribution outlets, and combines margarines and desserts under the grocery division, along with cereals, bread mixes and pet foods. The third division, biscuits, remains unchanged. The groups all report to Peter Rogers, exec vp-operations, Nabisco Brands USA.

John Greeniaus becomes president of the biscuit division, a post held by Mr. Rogers. Mr. Greeniaus had been ceo, Nabisco Brands Ltd., London. Larry Kleinberg, formerly president, Life Savers, has been named president, Planters/Life Savers. William McKnight, formerly president, grocery products group, will add the margarine and desserts division to his unit.

Ellen Marram, formerly vp-marketing, margarine, has been named vp-marketing, grocery products. A new sales and distribution division will be formed to combine those functions for the grocery products and Planters/Life Savers units.

Mr. Rogers said the reorganization is an attempt to capitalize on the leverage and economies of scale gained from consolidating like businesses.

He pointed out that only 40% of the Planters and Life Savers business comes from grocery stores, while the remainder comes from other classes of trade.

In defending Ohlmeyer Advertising, Mr. Rogers said there has been no more friction than the normal agency-client relationship. Ohlmeyer, a unit of Ohlmeyer Communications, New York, handles Triscuits, Wheat Thins, Better Cheddars and snack crackers. Nabisco holds a majority interest in Ohlmeyer Communications, a programing and production company.

Sources close to the agency say the shop has had difficulty coming up with commercials within the brands' budgets and with acceptable creative.

"From a corporate standpoint, it wouldn't make sense for us to take business from a house agency," he said. "One is much less likely to fire a house shop since we still have the rent to pay whether we give them business or not. One tends to work harder with an in-house agency."

Nabisco has been trying to build up the ad agency division of Ohlmeyer, which also does work for Stroh Brewery Co. and Times Mirror Magazines.

'CR' suit nicks Remington's ad for shaver

By GAY JERVEY

Consumers Union is suing Remington Products and two department stores in a new attempt to keep marketers from exploiting the product ratings CU publishes in "Consumer Reports."

The lawsuit against Remington, R.H. Macy & Co., and Gimbels renews CU's long-standing contention that advertisers have no right to use its rating or the trademark "Consumer Reports" without its permission.

That position was shaken last October, however, when the U.S. Supreme Court declined to review a lower court decision that allowed Regina Corp., Rahway, N.J., to use in ads excerpts from a "Consumer Reports" review that favorably rated a Regina vacuum sweeper (AA, Oct. 4).

According to court papers filed last week in New York state court in Manhattan, the Remington ads violate CU's policy barring commercial use of its findings and ratings. CU also prohibits any such use of its trademark.

CU is asking for an injunction to halt the ads as soon as possible.

Mount Vernon, N.Y.-based CU said the legal action follows repeated requests that Remington stop the ads and packaging that describe Remington's XLR-3000 shaver as the "top-rated shaver in 'Consumer Reports.'"

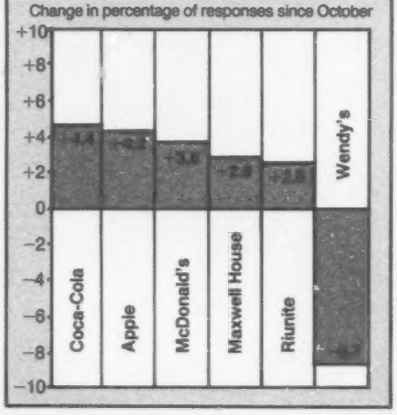
CU also maintains that the print

(Continued on Page 39)

ADWATCH

Nov. winners & losers

Question: Of all the advertising for (product category) you have seen, heard or read in the past 30 days, which ad first comes to mind? *Note:* A change of plus or minus 2.8 percentage points is statistically significant. Source: SRI Research Center Inc., Lincoln, Neb.



Coke scores extra point in cola ad wars

By SCOTT HUME

The stakes were high, the competition fierce and the final score close. But what really decided the contest was the victor's home-field advantage.

No, this isn't a recap of the NFL playoffs; it's an update on the Great Cola Advertising War.

For the first time since it was overtaken by Pepsi-Cola in January, Coca-Cola advertising recall share once again sits atop the soft-drink category.

Asked to name the first soft-drink ad that came to mind, 30.6% of the 1,254 adults polled last month in Advertising Age's adWatch survey named Coke; 30.1% said Pepsi. Certainly that's sweet news for Coca-Cola, whose ads have been featuring Bill Cosby telling consumers that Coke is less sweet than Pepsi.

Before the celebration starts at Coca-Cola Co.'s Atlanta headquarters, it should be noted the national recall-share figure doesn't tell the whole story.

Actually, Coke's ads came to mind more often

(Continued on Page 37)

Highlights

A Campbell-Ewald three-page ad in the *New York Times* is part of the agency's "renewed aggressive stance." *See Page 6.*

Sharp Electronics Corp. returns to the airwaves with its first tv ads for audio products in two years. *See Page 32.*

When Toyota's MR2 "Fierokiller" arrives next month, Pontiac will counter with a hard-hitting campaign. *See Page 33.*

CORPORATE CLOSEUP

The self-reliance, self-sufficiency ethic Rodale Press champions is facing stiff competition from a revival of conspicuous consumption, a concern among the young and affluent not just for appearance but appearances. *See Page 4.*

INTERNATIONAL

Carling O'Keefe has scored a goal in its fight with Molson Cos. over sponsorship of National Hockey League tv broadcasts in Canada. *See Page 16.*

The Federation Internationale des Football Assns. this month agreed to start important 1986 World Cup matches at times that satisfy European tv demands. *See Page 27.*

VIDEOTECH

The inspiration for Public Broadcasting Service's latest programing promotion is not Alistair Cooke, but Mr. Whipple. *See Page 13.*

MCA Television has become the third major movie studio to set up a monthly barter-syndication network offering theatrical movies that have not been aired by the commercial tv networks. *See Page 13.*

SPECIAL REPORT

Some product categories are hot the world over. Advertising Age details new products, products that have tried and failed and products that are huge successes. *See Page 17.*

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'Hammer' falls

By JAMES P. FORKAN

New York—Criminals must love the irony: Mike Hammer, who on his weekly CBS-TV series has put so many crooks into the slammer, is now languishing in a jail cell, in the person of actor Stacy Keach.

Another ironic touch can be found in CBS' tune-in ad campaign for the Saturday series, themed "Nobody nails 'em like Hammer!"

For those in the tv business most directly involved in the series, however, the mood was one of concern. And when a London court refused to free Mr. Keach from a nine-month jail sentence on cocaine-smuggling charges, CBS decided to put the Saturday series "on hiatus" after its Jan. 12 telecast. Future plans are to be announced.

Given Mr. Keach's jail term, however, some CBS sources hinted the future for "Mickey Spillane's Mike Hammer," as the show is called, appeared dim. Another factor working against "Hammer's" renewal is the so-far sluggish ratings. The series has averaged only a 23 share in the 12-week Nielsens through Dec. 16, a level it held from the November sweeps into this month.

CBS and the show's co-producers, Jay Bernstein Productions and Columbia Pictures Television, were forced to halt production this month, following Mr. Keach's imprisonment in England on the drug charges.

Thus far, 14 episodes have been finished, with eight yet to be shot (AA, Dec. 17). Of the 14 originals,

(Continued on Page 37)

Issue schedule for the holidays

There will be no Thursday issues of Advertising Age Dec. 27 or Jan. 3 because of the holidays. This issue includes the Special Report on International Marketing. Our annual Forecast & Review issue, which includes our selection of Adman of the Year, will be published Monday, Dec. 31.

Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

December

— Art & Antiques —

	Current month 1984	1983	Year-to-date 1984	1983
American Artist	68.4	55.4	921.2	783.1
Antiques	132.9	113.3	1,791.9	1,556.9
Antique Monthly	27.4	26.8	375.4	366.1
Art in America	107.5	125.1	1,398.3	1,311.9
Southwest Art	71.2	104.7	1,045.3	1,059.8
Total Group	407.4	320.6	5,532.1	5,079.8
% change		+27.0%		+8.9%

— Auto/cycle/rec. vehicles —

AutoWeek D.	137.4	107.8	1,584.3	1,528.0
Car & Driver	117.4	124.2	1,120.9	1,122.8
Car Collector & Car Classics	23.8	21.3	242.2	256.5
Car Craft	61.8	67.0	867.7	858.6
Cycle	36.6	37.1	525.2	684.4
Cycle World	36.7	28.4	581.9	584.6
Dune Buggies & Hot VWs	75.8	84.1	948.7	875.3
Family Motor Coaching	125.8	91.0	1,722.2	1,369.5
4 Wheel & Offroad	72.7	63.8	888.5	806.1
Four Wheeler	85.6	66.3	975.6	534.9
Hot Rod	50.2	60.5	735.3	683.3
Motorcyclist	29.4	15.9	418.0	416.5
Motor Trend	68.5	80.1	801.3	787.4
Motorhome Life	88.7	73.3	1,086.1	875.9
Pickup, Van & 4 WD	29.4	29.9	378.4	400.2
Road & Track	109.9	115.2	1,207.4	1,249.4
3 Wheeling	48.0	30.4	400.2	337.4
Trailer Life	112.3	106.5	1,471.2	1,287.2
Total Group	1,310.0	1,202.8	15,956.1	14,657.7
% change		+8.9%		+8.9%

— Boating & yachting —

Boating	91.0	88.9	1,590.5	1,341.6
Chesapeake Bay	17.4	18.3	339.5	324.4
Cruising World	95.9	105.5	1,743.5	1,697.2
Motor Boating & Sailing	114.1	100.4	1,872.4	1,599.0
Sail	93.5	83.1	1,637.5	1,415.2
Sea & Pacific Skipper	43.9	47.2	675.6	768.7
Trailer Boats	—	—	356.8	248.3
Western Boatman (6X)	—	—	145.1	114.3
Yachting	136.9	126.1	2,056.8	1,800.3
Total Group	592.7	569.5	10,419.7	9,309.0
% change		+4.1%		+10.7%

— Canadian —

L'Actualite	87.7	79.5	852.6	694.6
Chatelaine:				
English Edition A.	88.4	97.0	1,193.0	1,182.1
French Edition	85.6	95.9	1,034.7	1,061.1
City Woman	—	—	281.2	251.5
Equinox	46.8	49.0	250.1	243.5
Financial Post Magazine A.	33.1	31.7	526.6	398.1
Flare A.	54.2	58.3	681.7	624.2
Homemaker's Magazine	87.4	85.5	791.8	933.3
Madam Au Foyer	75.8	64.0	687.6	724.4
Macleans (52X) A.	108.5	98.2	1,527.3	1,278.1
Montreal Calendar	42.7	40.0	536.4	332.0
Montreal Ce Mois Ci	51.0	62.0	580.5	446.5
Quest Magazine (8X) A.	20.4	41.6	229.7	395.6
Reader's Digest:				
Canadian-English A.	136.1	119.1	918.3	893.0
Canadian-French A.	127.1	119.9	837.2	823.7
Toronto Life	150.2	159.3	1,212.4	1,150.3
Vancouver	116.6	112.1	1,097.0	980.4
Total Group	1,301.6	1,313.1	13,238.1	12,412.4
% change		-0.9%		+6.7%

— Civic/fraternal —

American Legion	17.6	18.7	276.6	323.9
Elks Magazine (10X)	—	—	227.3	251.7
Kiwanis Magazine	—	—	138.5	150.3
Lion (10X)	—	—	61.5	73.0
Rotarian	8.7	10.6	138.7	162.3
V.F.W. (10X)	12.9	11.0	302.5	323.0
Total Group	39.2	40.3	1,145.1	1,284.2
% change		-2.7%		+10.8%

— Comics —

Archie Comic Group (6X)	10.0	10.0	60.0	60.0
DC Comics	10.0	9.0	91.0	96.0
Marvel Comics Group	9.5	10.0	110.5	120.0
Total Group	29.5	29.0	261.5	276.0
% change		+1.7%		-5.2%

— General —

American Health (6X)	31.5	—	406.5	254.8
American West (6X)	32.7	22.5	163.3	158.5
The Atlantic A.	70.3	45.3	590.2	522.2
Audubon Magazine (6X)	—	—	174.6	217.7
Bon Appetit A.	135.8	125.3	1,117.4	1,017.1
Changing Times	47.3	47.8	532.5	510.9
Cuisine Magazine	76.6	65.0	668.5	522.9
Ebony	98.8	86.8	1,102.3	1,049.9
Fifty Plus	24.0	23.5	418.1	315.5
Food & Wine	58.2	50.1	502.1	468.8
Games	24.6	29.9	253.3	330.9
Geo	26.5	36.2	403.1	333.6
Gourmet	117.1	118.8	988.7	931.8
Home Entertainment (6X)	34.7	34.0	255.6	172.0
Harper's Magazine A.	21.5	25.4	278.5	219.5
Life	87.1	86.4	765.2	733.6
Modern Maturity (6X)	43.8	25.2	259.5	235.4
Money	149.0	152.5	1,521.1	1,430.6
Moneysworth (4X)	—	—	53.8	72.1
Mother Earth News (6X)	37.9	49.5	300.8	354.6
Mother Jones (10X)	11.1	17.8	163.5	198.1
National Geographic	35.3	26.3	299.8	282.7
Natural History	39.8	38.4	510.6	555.9
Prevention	53.9	58.2	808.0	909.2
Psychology Today	25.4	21.2	318.7	309.1
Reader's Digest A.	111.7	108.9	1,082.3	1,032.9
Signature	41.8	40.6	666.0	659.8
Smithsonian	92.0	85.2	1,014.1	938.1
Success	36.3	34.8	413.7	413.6
Town & Country	195.6	211.9	1,067.9	1,048.9
Travel/Holiday	27.1	24.5	493.9	472.9
Travel & Leisure	99.3	101.6	1,297.6	1,090.9
Vanity Fair	49.5	37.7	335.1	513.6
Video	115.5	84.7	887.2	770.1
Video Review	80.3	74.9	684.4	776.1
Writers Digest	22.2	24.6	290.6	312.3
Yankee	71.6	94.4	975.0	1,137.3
Total Group	2,225.8	2,111.9	22,063.4	21,154.9
% change		+5.4%		+4.3%

— Home —

Americana (5X)	33.0	36.4	226.0	218.8
Architectural Digest A.	139.1	144.5	1,601.9	1,556.7
Better Homes & Gardens	142.2	132.5	1,478.2	1,354.9
Country Journal	36.9	30.1	399.6	460.0
Country Living	66.9	47.1	794.6	631.7
Dallas/Ft. Worth Home & Garden	92.4	83.8	940.3	844.3
Early American Life (6X)	22.6	34.3	163.4	176.2
Family Handyman (10X) A.	48.2	49.5	752.1	715.8
Flower & Garden (6X)	37.8	37.3	221.4	234.1
Home	27.7	33.0	613.6	457.2
The Homeowner (6X)	—	—	241.2	163.0
House Beautiful	77.4	91.3	1,136.5	1,081.5
House & Garden	93.9	93.9	1,098.0	826.1
Houston Home/Garden	111.0	125.2	1,261.2	1,213.5
Metropolitan Home	87.2	76.0	880.0	730.6
New Shelter (9X)	—	—	447.0	443.0
1001 Home Ideas	38.3	28.3	496.6	401.2
Organic Gardening	52.4	63.8	728.6	839.5
Phoenix Home/Garden	61.2	57.0	688.2	582.0
San Diego Home/Garden	65.7	71.1	864.6	814.8
Southern Accents (6X)	—	—	477.9	311.7
Southern Living	124.6	118.4	1,625.2	1,543.2
Sunset Magazine A.	132.8	125.3	1,684.1	1,698.8
Texas Homes	75.1	79.5	960.0	872.4
Workbench (6X)	—	—	357.7	396.3
Total Group	1,566.4	1,556.3	20,107.9	18,567.3
% change		+0.9%		+8.4%

— In-flight & other passenger —

Aboard Group (7) (4X)	—	—	64.4	53.6
Alaska Airlines	54.3	43.8	628.4	561.7
American Way	77.6	93.4	1,195.7	1,122.9
East/West Network:				
Amtrak Express	28.7	31.7	393.1	501.7
Continental	45.3	—	707.4	720.3
Eastern Review	99.3	102.2	1,372.1	1,249.7
Northwest Orient	38.5	—	81.0	—
Ozark	42.8	37.5	541.5	584.7
PSA Magazine	89.0	90.5	1,218.9	1,099.2
Pan Am Clipper	67.8	35.3	753.5	506.2
Republic Scene	48.2	50.5	698.7	701.4
United	87.3	83.2	1,357.0	1,162.6
USAir	52.5	56.8	717.8	761.2
Western's World	53.7	62.2	787.0	784.8
Halsey Publications:				
Air Cal	53.0	40.0	631.5	480.4
Delta Sky	70.7	64.0	908.5	800.3
Frontier	27.9	31.2	386.9	421.8
Skylite	21.0	19.2	249.0	222.0
Hawaii	23.3	22.1	262.8	211.2
Pace (5X)	—	—	686.9	257.5
Southwest Airlines	72.8	89.8	1,104.5	1,169.9
Spirit of Aloha	24.3	22.6	266.1	209.5
Total Group	1,078.0	975.0	14,991.7	13,526.6
% change		+10.6%		+10.8%

— Men's —

Esquire A.	262.3	291.2	1,409.3	1,312.3
Firehouse Magazine	50.7	47.2	678.2	651.5
Gentlemen's Quarterly A.	160.0	146.4	1,929.8	1,448.2
Penthouse A.	66.3	92.4	625.3	711.9
Playboy A.	110.2	126.3	904.4	1,025.3
Total Group	649.5	703.5	5,547.0	5,149.2
% change		-7.7%		+7.7%

— Metropolitan —

Aloha (6X)	39.6	28.3	185.7	168.5
Atlanta	50.4	27.1	762.5	715.3
Baltimore	129.2	101.4	834.7	756.1
Boston	220.9	177.3	1,831.1	1,629.8
California Living	90.6	77.4	640.6	651.0
Charlotte (10X)	—	—	20.0	21.0
Chicago	188.0	217.5	1,775.0	1,768.5
Chicago's North Shore	108.4	111.7	1,060.4	1,026.9
Cincinnati	75.8	60.7	682.3	669.9
Cleveland	93.6	139.6	944.5	952.4
Coast (38X)	70.4	77.0	2,903.4	2,994.0
Columbus Monthly	74.4	81.9	835.8	877.1
Commonwealth	40.3	43.1	474.9	416.7
Connecticut	82.7	84.3	999.5	903.3
Country Magazine	42.1	35.3	501.8	377.8
D/Magazine, Dallas/Ft. Worth	176.1	164.1	1,649.6	1,454.8
Denver	52.5	36.3	424.2	423.9
Exclusively Yours, Wisconsin (15X)	72.0	78.0	870.5	899.9
Grand Rapids	46.3	46.0	635.1	617.3
Honolulu	79.8	68.5	802.0	791.4
Houston City	115.2	101.5	1,054.0	907.3
Indianapolis	40.0	41.8	445.6	600.6
Kansas City	46.0	50.0	420.7	386.6
Los Angeles	255.5	299.0	2,507.5	2,457.5
Louisiana Life (6X)	104.5	102.8	479.6	453.0
Madison	61.0	51.0	547.0	517.8
Metropolitan Detroit	93.3	—	722.0	—
Miami Mensual	61.8	53.2	586.8	551.2
Miami/South Florida	135.7	137.0	1,120.9	1,080.6
Milwaukee	105.3	52.1	611.3	289.4
Minneapolis/St. Paul	117.1	124.2	1,171.5	1,038.0
Monthly Detroit	109.3	72.5	827.8	662.8
Nashville	26.0	24.0	330.0	411.0
New Jersey Monthly	59.3	67.7	669.3	649.0
New Mexico	43.6	38.8	463.2	311.0
Ohio	50.8	52.1	742.6	611.3
Orlando	95.3	75.8	1,019.8	902.7
Palm Beach Life	121.3	114.2	902.0	840.5
Philadelphia	183.8	175.1	1,636.2	1,610.6
Phoenix	115.4	97.0	1,110.8	935.0
Pittsburgh	65.9	85.6	746.3	754.7
St. Louis	80.0	90.3	748.0	727.3
San Diego	197.3	176.3	1,866.6	1,672.5
San Francisco	110.0	90.7	959.5	745.5
San Francisco Focus	108.0	56.0	830.5	588.8
Texas Monthly	156.4	151.7	1,656.8	1,504.0
Twin Cities	70.7	90.8	786.2	694.7
Ultra	123.1	108.9	824.0	1,055.0
The Washingtonian	194.0	165.0	1,866.0	1,747.6
Total Group	4,787.9	4,400.6	46,486.1	42,811.6
% change		+8.8%		+8.6%

— Movie/romance/radio/tv —

Macfadden's Women's Group:				
Modern Romances	17.7	24.0	277.9	316.2
Secrets	17.7	24.0	277.9	316.2
True Confessions	17.7	24.0	277.9	316.2
True Experience	17.7	24.0	277.9	316.2
True Love	17.7	24.0	277.9	316.2
True Romance	17.7	24.0	277.9	316.2
Sterling Women's Group:				
Daytime TV	28.5	27.5	337.0	353.3
Modern Screen	21.5	19.5	123.0	229.7
Movie Mirror (6X)	21.5	—	124.0	178.3
Soap Opera Stars	17.5	—	124.3	240.2
TV Movie Screen (6X)	6.0	—	25.0	126.0
TV Picture Life (6X)	6.0	—	98.0	113.9
Teen Beat (6X)	8.0	7.7	65.3	45.5
Total Group	215.2	198.7	2,564.0	3,184.8
% change		+8.3%		-19.5%

— Music/entertainment —

American Film (10X)	44.0	43.5	285.5	320.8
Circus Magazine	59.3	41.2	481.3	361.2
Dance Magazine	63.1	71.6	727.9	749.9
Musician	61.5	71.7	721.7	782.2
Playbill	75.4	68.7	725.2	664.8
Record	40.8	23.3	308.9	142.0
Stereo Review	52.3	55.8	562.0	604.0
Total Group	396.4	375.8	3,812.5	3,584.9
% change		+5.5%		+6.3%

— National Sunday Magazines —

Family Weekly A.	55.4	42.6	715.9	814.0
Parade	56.6	41.6	645.8	758.4
Total Group	112.0	84.2	1,361.7	1,572.4
% change		+33.0%		-13.4%

— Outdoor & sport —

Alaska	51.2	54.6	513.0	507.2
American Hunter	34.6	27.8	264.5	266.6
American Rifleman	26.5	20.0	353.1	347.1
Backpacker (6X)	—	—	257.7	310.7
Bass Master (8X) A.	—	—	449.4	416.8
Bicycling (9X)	—	—	939.7	896.5
Field & Stream	69.6	66.5	1,019.7	1,023.7
Fins & Feathers A.	30.4	27.4	501.3	469.0
Fishing World (6X)	—	—	221.6	225.8
Florida Sportsman	82.2	65.7	998.3	811.9
Flying	39.2	48.3	574.6	511.9
Fur-Fish-Game	20.9	21.9	286.0	287.4
Golf Digest	98.9	92.0	1,080.2	1,058.6
Golf Magazine	48.1	50.0	810.4	750.6
Guns & Ammo	44.2	38.5	605.5	543.3
Muscle & Fitness	122.0	119.0	1,331.0	1,286.0
In-Fisherman (5X)	65.5	46.0	490.0	428.0
Outdoor Life	58.9	50.4	916.4	844.9
Outside Magazine	45.9	40.3	467.4	430.2
Petersen's Hunting	43.5	26.2	556.1	478.4
The Runner	43.0	41.7	582.3	502.9
Runner's World (13X)	41.2	43.3	622.8	598.7
Shooting Times	34.7	36.9	462.6	448.6
Ski (8X) A.	139.5	155.3	870.5	760.2
Skiing (7X)	179.6	166.8	986.6	883.4
Skin Diver	64.3	72.1	884.3	863.0
Southern Outdoors (8X)	—	—	356.0	379.8
Sport	42.0	50.7	551.5	502.7
Sports Afield	76.8	83.1	1,053.2	1,005.8

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. D. Five issues in Dec., 1984, and four in Dec., 1983. E. Two issues in Dec., 1984, and three in Dec., 1983. F. Includes 14.5 page special insert. *All affiliated with Sunday Mag/Net. except Los Angeles Times Home Magazine and New York Times Magazine.

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December

	Current month 1984	Current month 1983	Year-to-date 1984	Year-to-date 1983
Tennis	70.4	65.1	1,035.9	924.2
Western Outdoors (10X)	—	—	425.9	307.5
Total Group	**1,573.1**	**1,509.6**	**20,467.5**	**19,071.4**
% change		**+4.2%**		**+7.3%**
— Photography —				
American Photographer	45.2	56.2	507.7	621.6
Petersen's Photographic	39.2	52.9	410.5	460.2
Popular Photography	102.5	113.3	1,163.8	1,336.5
Total Group	**186.9**	**222.4**	**2,082.0**	**2,418.3**
% change		**−16.0%**		**−13.9%**
— Religious —				
BBI Jewish Monthly (10X)	25.2	22.4	254.9	242.7
Christian Herald	39.8	33.3	406.3	399.1
Christian Life	24.3	49.6	344.8	362.0
Christianity Today	43.3	32.0	843.9	694.8
Inside (4X)	86.3	74.6	337.6	293.1
Moody Monthly	46.7	52.3	566.0	575.7
Today's Christian Woman (6X)	70.7	63.5	259.0	187.2
Total Group	**336.3**	**327.7**	**3,012.5**	**2,754.6**
% change		**+2.6%**		**+9.4%**
— Science/electronic/mechanic —				
Compute	112.6	215.1	965.8	1,790.8
Computers & Electronics	39.8	47.6	547.5	701.5
Creative Computing	134.7	197.3	1,453.1	2,143.7
Discover	41.2	45.9	434.5	508.5
Family Computing	90.0	87.2	691.4	222.7
Info World	201.0	315.0	2,337.0	2,642.0
Mechanix Illustrated	60.3	59.5	838.6	834.7
Omni	96.4	82.5	816.8	814.1
Personal Computing	193.0	220.4	1,914.8	2,426.9
Popular Mechanics	87.6	88.3	1,154.3	1,185.1
Popular Science	73.7	97.7	972.7	1,063.0
Science Digest	36.6	50.1	378.8	424.6
Science 84 (10X)	31.0	48.5	378.3	414.4
Scientific American	70.7	75.8	839.8	749.2
Spectrum	84.4	84.3	1,196.6	1,042.6
Total Group	**1,353.0**	**1,715.2**	**14,917.0**	**16,963.8**
% change		**−21.1%**		**−12.1%**
— Women/fashion/service —				
Bride's Magazine (6X) A.	—	—	1,912.3	1,819.2
Cosmopolitan A.	183.9	221.4	2,512.6	2,464.1
Essence	77.5	86.4	1,009.2	966.7
Family Circle A.	154.4	122.8	1,796.0	1,789.8
Glamour	163.4	149.0	2,172.5	2,031.6
Good Housekeeping A.	208.9	207.3	2,033.3	2,093.9
Harper's Bazaar	135.9	118.9	1,814.3	1,558.3
Health	28.0	35.8	445.0	396.3
Ladies' Home Journal	122.1	96.8	1,268.0	1,179.4
Ladycom	—	—	409.0	356.4
Lady's Circle	6.8	11.8	85.8	105.0
Mademoiselle	118.8	98.5	1,684.6	1,573.6
McCall's	128.0	94.5	1,193.5	1,106.6
Modern Bride (6X)	—	—	1,604.9	1,518.5
Ms.	62.4	55.7	650.6	550.0
New Woman	37.5	39.7	559.5	566.3
Parents Magazine A.	118.0	74.2	1,000.4	921.3
Playgirl	32.5	40.9	395.9	461.3
Redbook	104.8	102.7	1,177.8	1,100.0
Self	71.6	72.0	1,158.5	928.1
Seventeen	87.2	85.3	1,495.6	1,311.6
Shape	58.0	61.0	727.5	670.0
Soap Opera Digest	20.8	19.1	321.4	326.4
'Teen Magazine	32.6	46.6	619.7	650.0
True Story A.	53.2	57.5	674.7	692.3
Vogue	245.0	240.1	3,468.4	3,104.6
W Magazine E.	62.0	80.1	1,335.0	1,190.6
Woman's Day A.	153.3	139.7	1,525.5	1,606.6
The Workbasket (10X)	—	—	386.2	396.4
Working Mother	91.9	83.0	915.5	855.1
Working Woman	120.8	94.0	1,308.1	1,184.7
Total Group	**2,679.0**	**2,523.2**	**37,661.3**	**35,474.7**
% change		**+5.8%**		**+8.2%**
— Youth —				
Boys' Life	11.8	20.6	210.5	278.0
Campus Life	31.5	30.6	483.9	438.6
Total Group	**43.3**	**51.2**	**694.4**	**716.6**
% change		**−15.4%**		**−3.1%**

November

	Current month 1984	Current month 1983	Year-to-date 1984	Year-to-date 1983
— Business —				
Arizona Business Gazette	23.3	17.0	272.5	174.5
Atlanta Bus. Chronicle (52X)	47.2	49.4	522.8	388.1
Austin Business Journal	43.0	—	493.5	—
Barron's (52X)	237.0	229.5	2,173.9	2,275.8
Boston Business Journal	117.1	80.3	1,058.9	720.7
Business Week (52X) A.	508.2	512.1	4,541.2	4,222.3
California Business	86.5	89.6	1,010.3	821.6
Capital District Bus. Review (25X)	35.5	33.6	508.8	398.6
Corporate Report/-Kansas City	74.2	59.8	681.2	571.2
Corporate Report/-Minnesota	82.3	96.6	953.4	866.9
Crain's Chicago Bus. (52X)	168.6	159.4	1,510.7	1,408.4
Crain's Cleveland Bus.	85.0	65.4	751.6	574.5
Dun's Business Month	79.4	91.4	759.9	715.2
Financial World (24X)	39.3	55.0	350.0	410.3
Florida Trend	82.5	81.4	945.3	827.0
Forbes (28X)	445.8	429.9	3,405.2	3,036.4
Fortune (26X) A.	357.5	348.4	3,181.5	2,920.6
Frequent Flyer	73.5	64.8	653.1	534.8
Futures	53.0	61.0	617.6	623.7
Hawaii Business	56.8	52.4	561.4	532.6
High Technology D.	34.1	37.9	373.0	318.4
Inc. Magazine A.	149.6	146.5	1,333.2	1,176.8
Income Opportunities (10X)	44.8	51.4	464.8	450.4
Industry Week (26X) A.	152.9	131.5	1,263.5	1,162.4
Indianapolis Business Journal	119.8	93.4	1,262.7	956.0
Minnesota Business Journal	59.7	44.7	557.7	447.4
Nation's Business A.	61.5	45.9	396.6	287.1
New England Bus. (20X) B.	98.5	66.7	818.4	682.6
New Jersey Success	—	—	—	—
New Orleans Citibusiness	143.6	110.8	1,288.5	1,199.2
Pacific Business News (52X)	94.6	116.3	1,107.6	1,111.7
Philadelphia Bus. Journal	89.0	63.4	1,204.5	710.3
Pittsburgh Bus. Times (52X)	59.7	59.2	615.9	551.0
Savvy	61.0	57.1	478.6	460.8
St. Louis Business Journal	189.6	100.1	1,560.8	1,185.3
Texas Business	78.2	76.3	806.9	748.7
Venture	131.8	126.4	969.6	713.5
Total Group	**4,397.7**	**4,049.8**	**40,743.6**	**35,243.2**
% change		**+8.6%**		**+15.6%**
— Newspaper Sunday magazines* —				
Arizona Republic	58.0	71.0	669.0	627.0
Boston Globe	256.2	289.2	2,277.5	2,101.9
Chicago Tribune	134.6	121.5	855.3	949.3
Cincinnati Enquirer	—	—	—	—
Cleveland Plain Dealer	85.0	93.0	650.0	939.0
Columbus Dispatch	67.9	58.6	554.6	516.5
Dallas Times Herald	83.5	68.0	866.8	751.0
Denver Post	111.7	136.9	863.5	1,053.1
Detroit News	134.0	156.0	1,057.0	1,159.0
L.A. Times Home Magazine	121.1	137.3	1,195.2	1,070.2
Louisville Courier-Journal	127.1	113.9	821.0	967.1
Miami Herald	58.3	55.1	564.1	582.1
New York News	—	—	—	—
New York Times Magazine	534.2	450.9	4,275.7	3,882.9
Philadelphia Inquirer	91.3	69.5	647.8	624.5
Toledo Blade Magazine	62.7	49.5	567.4	497.7
Washington Post	133.8	129.2	1,234.2	1,233.2
Total Group	**2,359.4**	**1,999.6**	**17,099.0**	**16,954.5**
% change		**+18.0%**		**+0.8%**
— Weeklies/biweeklies —				
Army Times Military Group:				
Air Force Times (52X)	183.8	178.4	1,699.4	1,633.8
Army Times (52X)	178.5	175.0	1,630.1	1,604.0
Navy Times (52X)	200.8	193.9	1,821.4	1,805.4
The Times Magazine	12.4	12.5	169.1	156.4
The Blood-Horse (52X)	1,969.9	1,994.3	6,596.9	6,543.3
Capper's Weekly (26X)	24.8	23.6	285.8	290.0
Commonweal (22X)	17.4	12.9	77.8	73.6
Golf World (43X)	31.8	35.2	802.4	812.9
Grit (52X) A.	18.7	26.4	247.7	284.1
National Journal	34.0	23.0	303.0	283.0
National Review	35.9	44.1	301.8	353.9
New Republic (48X)	35.0	48.9	339.9	374.4
New York Magazine (50X)	335.3	305.4	2,592.4	2,569.0
New Yorker (52X)	433.7	507.6	3,148.9	3,303.3
Newsweek (52X) A.	408.4	396.1	2,742.7	2,675.7
People (52X) F	492.7	444.5	3,613.9	3,080.3
Rolling Stone (25X)	102.5	102.4	953.9	1,031.0
Sporting News (52X)	52.4	55.1	540.7	621.7
Sports Illustrated (52X) A.	299.0	267.7	2,812.7	2,548.3
Time (52X) A.	329.2	291.9	2,559.6	2,483.6
Travelhost (52X) C.	3,164.0	2,963.0	35,406.0	32,317.0
TV Guide (52X) A.	422.6	383.4	3,495.6	3,341.3
Us Magazine (26X)	37.8	45.7	399.1	495.4
U.S. News &:				
World Report (52X) A.	196.1	195.1	1,579.9	1,626.0
Total Group	**9,016.7**	**8,726.1**	**74,090.7**	**70,307.4**
% change		**+3.3%**		**+5.4%**
— Foreign —				
Good Housekeeping Foreign Editions:				
Australia	35.2	43.7	364.7	390.8
Japan	96.5	88.0	798.4	657.9
Great Britain	218.6	185.7	1,467.9	1,329.0
Buenhogar:				
Central America	4.0	5.0	18.5	23.0
Chile	2.0	3.0	10.0	16.0
Colombia	53.0	85.5	372.2	459.3
Dominican Republic	8.0	23.3	61.0	139.8
Ecuador	19.0	27.0	142.5	131.5
Mexico	73.0	111.0	476.7	514.0
Peru	12.3	50.8	191.7	275.2
Puerto Rico	19.3	28.5	153.8	147.7
U.S.	16.2	13.0	147.8	126.5
Venezuela	52.0	45.0	317.5	252.7
Geomundo:				
Central America	10.0	9.0	70.3	57.0
Chile	9.0	6.0	66.3	54.0
Colombia	17.2	15.0	109.7	120.5
Ecuador	5.0	4.0	45.0	44.0
Mexico	15.5	4.0	97.3	77.5
Peru	7.0	7.0	63.3	70.0
Puerto Rico	4.0	7.0	32.3	45.0
U.S.	9.2	5.0	60.5	39.0
Venezuela	13.5	42.5	117.3	144.2
Hombre De Mundo:				
Central America	15.0	11.0	78.0	65.3
Chile	13.0	11.0	74.0	67.0
Colombia	15.7	23.5	116.7	129.5
Ecuador	9.0	11.0	53.0	66.0
Mexico	42.2	33.7	186.3	161.5
Peru	8.0	12.0	66.0	68.0
Puerto Rico	11.0	12.0	97.0	71.3
U.S.	10.2	7.0	75.0	40.0
Venezuela	27.5	16.5	205.5	153.8
Ideas Para Su Hogar:				
Central America	—	1.0	1.5	3.0
Chile	—	1.0	1.0	1.0
Colombia	3.2	62.0	224.7	316.5
Ecuador	—	8.5	2.5	45.5
Mexico	22.7	17.8	118.2	153.2
Peru	10.0	28.0	67.0	117.2
Puerto Rico	7.0	0.3	12.0	6.3
U.S.	8.8	6.5	82.5	55.8
Venezuela	44.5	23.2	215.5	148.3
Mecanica Popular:				
Argentina	3.2	7.2	57.8	80.3
Central America	14.7	17.2	142.3	141.8
Chile	8.2	7.5	74.5	71.2
Colombia	22.0	22.8	168.8	193.5
Mexico	17.8	13.0	152.2	106.7
Peru	15.3	24.7	170.7	225.2
Puerto Rico	14.2	18.5	155.0	164.7
U.S.	8.3	5.0	58.5	38.0
Venezuela	18.7	20.0	183.5	222.0
The Ring en Espanol:				
Colombia	—	—	4.0	—
Mexico	0.2	—	0.3	—
Puerto Rico	—	—	1.0	—
U.S.	9.0	5.3	50.8	38.5
Venezuela	2.0	—	16.0	7.0
Vanidades Continental:				
Central America	22.8	15.3	88.2	85.5
Chile	10.3	2.0	31.7	33.5
Colombia	117.0	101.2	753.0	739.7
Dominican Republic	15.7	27.0	94.8	203.0
Ecuador	27.7	20.8	207.5	147.0
Mexico	175.3	196.7	1,033.7	1,152.2
Peru	24.7	44.7	233.7	331.2
Puerto Rico	48.7	53.7	404.8	385.2
U.S.	52.7	51.7	487.3	507.0
Venezuela	106.2	55.2	583.7	483.5
Business Week Int'l.	173.6	229.0	1,557.1	1,698.3
Cosmopolitan Foreign Editions:				
Australia	116.9	104.8	719.5	742.4
Brazil	74.3	68.0	450.2	505.2
France	139.3	126.3	1,387.8	1,067.5
Germany	140.5	103.7	1,023.7	668.8
Great Britain	178.0	172.0	1,311.3	1,266.9
Greece	87.0	90.0	574.0	565.0
Holland	86.0	66.0	593.0	482.5
Italy	85.2	94.0	604.5	758.0
Japan	33.3	44.7	347.0	425.0
South Africa	123.0	—	841.5	—
Cosmopolitan en Espanol:				
Central America	10.0	5.5	18.0	26.3
Colombia	26.3	36.2	129.0	175.7
Ecuador	1.0	4.5	5.0	12.5
Mexico	101.5	118.8	562.3	664.5
Peru	5.5	15.5	32.5	80.5
Puerto Rico	26.0	40.5	295.7	230.3
U.S. (Spanish language)	29.2	27.3	218.2	206.2
Venezuela	44.0	30.3	216.5	157.0
International Communications:				
African Business	25.0	37.7	305.2	331.1
New African	18.5	14.6	192.4	205.4
The Middle East	24.4	23.5	202.0	284.0
International Management:				
Africa	12.8	14.3	132.0	174.5
Europe	60.5	62.7	455.2	466.8
Latin America	22.0	13.0	104.8	138.0
Middle East	29.0	27.7	183.8	256.5
Pacific	13.3	17.3	146.0	170.3
Johnston International:				
Alam Attijarat	79.9	55.0	639.0	670.8
Ejecutivo	17.3	25.5	70.0	99.8
Modern Africa	39.2	23.0	156.3	141.4
Modern Asia	74.8	39.2	360.7	391.2
Newsweek International A:				
Atlantic	123.8	136.9	978.2	1,051.8
Latin America	23.0	32.0	270.0	332.7
Pacific	77.4	104.1	724.7	845.1
Progreso (9X)	9.3	11.8	65.2	102.3
Reader's Digest:				
Arabic	21.5	17.5	110.0	130.5
Asian	222.0	322.5	2,068.0	2,508.3
Australian	83.0	125.3	806.3	802.0
Belgian-Flemish	138.0	162.5	919.5	945.5
Belgian-French	94.0	123.0	606.0	709.0
British	72.0	98.6	608.8	685.0
Chinese B.	148.0	169.5	1,149.2	1,223.8
Danish	33.5	44.5	351.3	374.2
Dutch	52.5	57.0	438.3	395.1
Finnish	38.5	56.0	462.0	721.0
French	53.2	81.6	513.2	626.2
German	90.0	122.1	749.8	823.6
Greek	4.0	—	89.0	11.5
Iberian	30.5	19.5	206.5	193.0
Indian-English	88.5	77.0	786.0	790.8
Indian-Hindi	15.5	—	73.0	44.5
Italian	46.0	66.5	371.0	521.5
Japanese	53.4	48.9	486.4	537.9
Korean	25.0	31.0	254.0	236.2
Latin American:				
Argentina	29.5	23.5	227.5	173.5
Brazil	7.5	8.0	35.5	93.5
Central American	10.5	15.0	107.5	129.5
Chile	10.5	11.5	115.0	168.0
Colombia	45.0	47.0	345.5	394.0
Ecuador	9.5	14.0	92.5	123.0
Mexico	91.5	71.2	563.6	519.2
Peru	13.0	18.0	106.5	119.5
Puerto Rico	6.0	14.0	59.5	77.5
U.P.B.	10.5	14.0	85.0	117.5
U.S. Spanish	23.5	18.5	125.5	158.0
Venezuela	12.5	17.5	124.5	159.0
New Zealand	125.5	113.0	969.1	971.8
Norwegian	38.0	56.3	360.7	448.1
Portugal	60.8	70.0	418.3	503.6
South African	157.5	161.0	1,101.3	1,136.0
Swedish	3.5	27.0	108.5	225.0
Swiss-French	32.6	41.0	288.2	329.0
Swiss-German	43.8	55.3	376.8	420.3
Time International:				
Time-Asia	112.1	131.8	1,003.6	1,134.7
Time-Atlantic	138.0	182.9	1,193.2	1,263.3
Time-Canada	290.8	271.6	2,071.8	1,778.5
Time-Latin America	67.2	76.9	541.7	556.1
Time-South Pacific	192.9	207.6	1,334.6	1,521.2
Visao (52X)	185.7	160.3	1,953.4	1,828.8
Vision/Latin America (26X) A.	51.1	48.2	337.5	344.0
Total Group	**6,870.9**	**7,328.0**	**52,429.8**	**54,479.0**
% change		**−6.2%**		**−3.8%**

Philip Morris gives Marlboro 25s more country

By WILLIAM F. GLOEDE

NEW YORK—Marlboro smokers will get a "lot [more] to like" as Philip Morris USA takes the 25-pack version of its flagship brand into a national rollout.

Marlboro 25s will enter 46 states on Jan. 1, backed by a heavy print and outdoor campaign via Leo Burnett USA, Chicago.

The advertising will not use the familiar Marlboro Man, though it will capitalize on his image by picturing the new packaging beside a pair of spurs. Marlboro Red and Marlboro Lights soft packs will be included in the introduction.

Marlboro 25s will not be available in the District of Columbia, Montana, Nevada, New Jersey and New York. PM believes that tax laws in those jurisdictions disproportionately increase the price of a 25-pack.

Unlike competing brands, Marlboro 25s will not be sold at a discount; the 25-pack will sell for 25% more than the 20-pack. Cartons will contain eight packs of 25, or 200 cigarets—the same number as in traditional cartons.

The national rollout comes after six months of successful testing—first in Atlanta; Hartford, Conn., Indianapolis and Spokane, Wash., and then later in six southeastern states.

Observers believe PM's strategy in developing a 25-cigaret pack version of the Marlboro brand is to increase share by increasing consumption.

Trade sources say that where the 25-pack has been in test, 70% of its sales have been to regular Marlboro smokers.

"I think they're taking a page out of drink [alcoholic beverage] marketing—the idea that consumption goes up to availability," said John C. Maxwell Jr., tobacco industry analyst for Laidlaw-Ansbacher, New York.

Marlboro is the nation's largest-selling cigaret. Mr. Maxwell's yearend analysis of the cigaret market reveals that the brand has a 21.4% share of the market, up more than a full percentage point from '83.

The rollout of Marlboro 25s is the first U.S. introduction of a regular-price (per unit), branded smoke in the 25 configuration. But the 25-count is the norm overseas and in Canada.

R.J. Reynolds Tobacco Co., Winston-Salem, N.C., has successfully rolled its Century 25s national (minus the same five areas as Marlboro 25s), but it is sold at the same price as 20-to-the-pack brands.

Mr. Maxwell's yearend analysis puts Century's share at 0.9% of the market; a 0.5% share usually is enough to guarantee brand success in the cigaret business.

Brown & Williamson Tobacco Corp., Louisville, Ky., also is testing 25-cigaret packaging in its Richland brand.

Like Century, it sells for the same price as traditional 20-smoke packs. Richland is available in 20% of the country.#

B&W promotes 3 execs

LOUISVILLE, KY.—Three top executives at the Brown & Williamson Tobacco Corp. are climbing to the upper rungs of the corporate ladder.

John Alar, 58, has moved to the new post of vice-chairman from president-chief operating officer. Succeeding him is Thomas Sandefur, 45, formerly exec vp. Richard Blott, 42, formerly senior vp-corporate marketing, succeeds Mr. Sandefur.

B&W is the nation's third-largest tobacco marketer.

The appointments come at a time when it has adopted a more aggressive marketing strategy in introducing new cigaret brands into test markets and developing a complete line of generic and private-label products.#

adWatch

(Continued from Page 2)

than did Pepsi's only in the South Central states. Its whopping 42%-to-24% lead over Pepsi in that "home-field" area was enough to give it the national title.

Purchase, N.Y.-based Pepsi-Cola Co. remained the recall-battle winner in the Northeast (32% for Pepsi versus 26% for Coke), North Central states (37% versus 24%) and the West (29% versus 26%).

Over-all, however, it came up 0.5% short of Coke.

Perhaps Pepsi should book Michael Jackson for a free concert in Atlanta.

The soft-drink category is only one of several where shares of advertising recall vary significantly from region to region.

Anheuser-Busch's Budweiser, for example, is the national king of beer advertisers. Last month, its advertising came to mind first for 15% of the sample, compared with 8.4% for No. 2 Miller, 8.2% for No. 3 Lite beer from Miller and 7.7% for No. 4 Coors.

In the Northeast, Miller is No. 1 with Bud second. In the South, recently introduced Coors is a close No. 2 behind Bud. Miller Lite is second to Bud in the North Central states, with Coors No. 3.

Airline advertising is even more prone to regional favoritism. The national order of finishes last month was American (13.5% of first mentions), United (13.3%), Eastern (9.3%), Trans World Airlines (7.3%) and Delta (5.7%).

Regionally, recall of those carriers' advertising varied according to the strengths of their schedules in those areas.

In the West and North Central states, United's recall score was highest. In the South Central states, American and Eastern are deadlocked for the No. 1 spot, with Delta close behind

American rules in the Northeast, followed closely by Eastern and then United.

A similar pattern of regional differences surfaces in the hotly contested coffee category. The share of recall for General Foods Corp.'s Maxwell House rose 2.9 percentage points nationally to 23.1% last month, pulling it almost even with the category leader, Procter & Gamble's Folgers (23.9%).

Maxwell House already is the leader in the Northeast, where it came to mind first for 36% of the sample, compared with 13% for Folgers.

But the tables are turned in the West: 28% for Folgers versus 7% for Maxwell House.

What these regional peaks and valleys amount to is reaffirmation of a basic marketing tenet: Every marketing war really is the sum of skirmishes for consumers' attention fought daily in every region.

AdWatch is a joint project of AD AGE and SRI Research Center, Lincoln, Neb. Ad awareness is measured by asking a nationally projectable sample of consumers to name the advertising in several product categories that first comes to mind from all seen, heard or read in the previous 30 days.

Last month, 1,254 adults were questioned by telephone. Under adWatch methodology, an increase or decrease of 2.8 percentage points is considered statistically significant and attributable to more than sample variations.

Among other changes last month:

- Regional variations aren't a factor in the **fast-food** category. McDonald's Corp. is No. 1 everywhere. Still, the Battle of the Burgers has resulted in steady ups and downs in ad recall for the major chains. Last month, it was Wendy's International's turn to suffer a decline.

Caught in an advertising valley between the phaseout of "Where's the beef?" Part III and the beginning of the "Parts is parts" Challenge of the Chicken campaign, Wendy's share of first mentions dropped 8.7 percentage points to 18.7%. McDonald's increased its share, to 39.7% from 35.9%.

Burger King Corp.'s share of first mentions inched up to 13.2% from 10.5% in October.

- Apple Computer again is widening its lead in the **computer** category. Last month, its share of first mentions rose 4.2 points to 37.5%. No. 2 IBM Corp. lost some of the ground it had gained in October, falling to 13.7% from 16%. Commodore International held the No. 3 spot with 7%.

By the way, NCR Corp. quietly has slipped into the No. 5 spot with a 2.8% share of first mentions. "Surprised?" as spokesman Dom DeLuise asks.

- Villa Banfi USA's Riunite, which has increased its tv exposure lately, has regained the top spot in the **wine** category with a 2.8-point gain to 10.2%. Gallo, from E. & J. Gallo Winery, falls to No. 2 with 8.9% of first mentions. Taylor California Cellars' ad recall is third at 3.3%. Gallo's advertising remains the best recalled in the West, however.#

For additional information or data, contact: Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

'Hammer'

(Continued from Page 2)

nine already have aired. To give itself some planning time, CBS earlier had slated one repeat episode for Dec. 15 and inserted one of last season's two "Hammer" tv movies ("More Than Murder") into the Dec. 22 lineup.

As if the production and scheduling woes were not enough, sponsor pullouts were said to be another possible headache for executives at Black Rock. Some industry sources said some advertisers, not wanting to be tarred by Mr. Keach's drug problems, are said to have asked to have their spots shifted elsewhere between now and "Hammer's" finale.

However, a CBS spokesman said the network was unaware of such requests, and a couple of major agency executives said they had heard of no such plans at their shops or others. Prudential Insurance Co., Newark, said to be one sponsor planning a quick exit, declined to comment.

Meanwhile, Coca-Cola Co., Atlanta, as the parent of Columbia, "Hammer's" co-producer, is said to have been fretting about its own image and how it might be tarnished by even an indirect association with Mr. Keach's cocaine use.#

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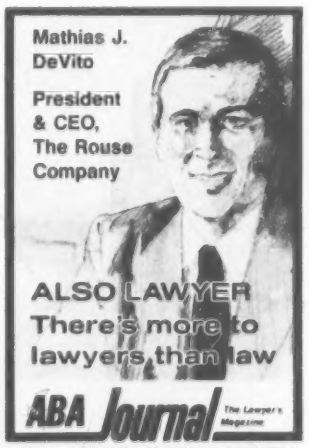

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